

ROYAL PURPLE

Founded 1901

QUARTERLY NEWSLETTER

THE DOG DAYS OF SUMMER

CONTACT US

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The Royal Purple office is open Monday - Friday from 9 a.m. - 5 p.m. during the academic school year at the University of Wisconsin-Whitewater. It is located in Room 113 of McCutchan Hall off Parking Lot 2 on North Prince Street.



Greetings from the RP,

We hope you have all been healthy and safe this summer throughout these difficult times. You mean a lot to our organization. Whether you're an alum, advertiser, supporter, or reader—we care about you. We hope our content can provide you with some great information and entertainment to keep you connected to our campus and community.

The RP is forging on this fall and is ready to return to campus. With no D-III sports taking place, we'll be covering the club sports, intramurals and local high school. Thankfully, many concerts, shows and exhibits are moving online so we can still share art from the area with you.

We have a large staff of 35 students hired and ready to rock! There are eight multimedia staff members, who will be especially important this year as we shift our focus online for remote audiences.

The *Royal Purple* will put out 5,000 quarterly printed newspapers this year in the first and second halves of each semester. This should reduce the amount of papers circulating that could potentially be carrying the coronavirus. The quarterly papers will contain interesting in-depth feature stories that will hold up over the course of a few weeks with rich storytelling.

We will still be publishing weekly stories online, however, every Monday as usual for our large online audience. We hope that by focusing online we can fill the void that is

caused by social distancing and remote learning.

This change in distribution means that we've had to change our advertising model quite a bit as well. We hope that our supporters will bear with us as we switch to a more web-focused advertising package.

This year we are encouraging advertisers to take advantage of our "Quarterly Sponsorship Special." With this advertising package, your full color 4" x 2" display ad will be in a quarterly printed paper to sit out in stands for half of the semester. That ad will also be posted to our website and can be changed out for an updated ad at any-time. Hiring? Change your ad to a help wanted message. Have a special deal or event you want to promote? No problem. We hope having a flexible ad online will help you change with the times along with us. Finally, as a part of this package you also get one post to our Facebook and our Twitter accounts, which make your online reach go even farther.

In addition to this special, we will also offer classified advertising on our website at half the cost as last year. Weekly display ads will be available for purchase as well, if we don't reach our limit in quarterly sponsors.

The *Royal Purple* is really adapting to the new normal and we hope that you will join us in pushing through these tough times for a fantastic fall return!

-Your Royal Purple



Royal Purple **Sponsorship Special**

**Your 4" x 2" ad runs in our quarterly edition
and weekly online issues for 8 weeks**

- 10,000 views weekly!
- **Full Color** - Just \$250!

Package Includes:

- One www.RoyalPurpleNews.com ad that can be changed at any time!
- One post to [@RoyalPurpleNews](https://www.facebook.com/RoyalPurpleNews) & [Facebook.com/RoyalPurpleNews](https://www.facebook.com/RoyalPurpleNews)!
- One ad in 5,000 issues of our quarterly edition in 50 news stands!

Founded in 1901

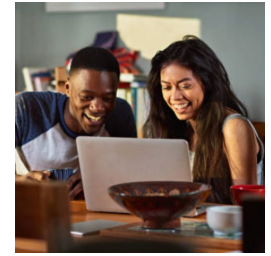
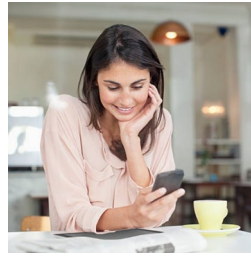
**ROYAL
PURPLE**



CONTACT

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Your Target Audiences are Right Here in the Royal Purple!



The Royal Purple is an award-winning student-run newspaper founded in 1901 at the University of Wisconsin-Whitewater. *Royal Purple* is the ONLY newspaper with exclusive distribution on the UW-W campus. We publish 30 weekly issues online every Monday throughout the academic year and print 5,000 quarterly editions in 50 high-traffic areas across the university, city, and UW-W Rock County campus.

Our website www.royalpurplenews.com averages 10,000 visitors each week with an ad click-through rate of about 25%. *Royal Purple* is the best channel for your advertisement to reach Whitewater's 12,000 college students. They are interested in finding jobs, attending events, joining organizations, eating out, shopping and much more. They need school supplies, groceries, books, health products and entertainment. Most students have vehicles and travel throughout the tri-county area. Additionally, Whitewater faculty, staff, citizens, and school parents are reading our news and entertainment about the Whitewater community.

We offer an 8-week quarterly Sponsorship Special ad package for \$250. Classifieds cost \$5 a week for 20 words, \$0.25 for each additional word and \$5 for all caps. Due to limited space on our website, individual display ads will be sold for \$30 a week only if the quarterly sponsorship special ad goal is not met.

Contact us today to learn more information!

Scheduled Issues in 2020 - 2021 Academic Year

Fall 2020 Semester				Spring 2021 Semester			
Aug. 31	Sept. 7	Sept. 14	Sept. 21	Jan. 18	Jan. 25	Feb. 1	Feb. 8
Sept. 28	Oct. 5	Oct. 12	Oct. 19	Feb. 15	Feb. 22	March 1	March 8
Oct. 26	Nov. 2	Nov. 9	Nov. 16	March 15	March 29	April 5	April 12
Nov. 30	Dec. 7	Dec. 14		April 19	April 26	May 3	

